

Declaration and Power of Attorney

As below-named inventors, we hereby declare that:

Our residences, post office addresses, and citizenships are as stated below next to our names.

We believe that we are the original, first and joint inventors of the subject matter which is claimed and for which a patent is sought on the invention entitled **Product Display Device** (File No. 03946-P0001A RJB), the specification of which is attached hereto.

We hereby state that we have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above. To the best of our knowledge, information, and belief the facts stated therein are true.

We acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, §1.56.

We hereby claim foreign priority benefits under Title 35, United States Code, §119(a)-(3) or §365(b) of any foreign application(s) for patent or inventor's certificate, or §365(a) of any PCT International Application which designated at least one country other than the United States, listed below, any foreign application for patent or inventor's certificate, or PCT International Application having a filing date before that of the application on which priority is claimed.

None

We hereby claim the benefit under Title 35, United States Code, §119(e) of any United States Provisional Application(s) listed below.

None

We hereby claim the benefit under Title 35, United States Code, §120 of any United States Application(s), or §365(c) of any PCT International Application designating the United States, listed below, and insofar as the subject matter of each of the claims of this Application is not disclosed in the prior United States or PCT Application in the manner provided by the first paragraph of Title 35, United States Code, §112, we acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, §1.56 which occurred between the filing date of the prior application and the national or PCT international filing date of this application.

None

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Declaration and Power of Attorney
George N. Kringel, *et al.*

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

We hereby appoint Richard J. Basile, Registration No. 40,501, of ST.ONGE STEWARD JOHNSTON & REENS LLC; 986 Bedford Street; Stamford, Connecticut 06905-5619 (203 324-6155); with full power of substitution, association and revocation, as attorney to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

Please direct all telephone calls and correspondence to Richard J. Basile at the above address and telephone number.

Full name of first inventor:

George N. Kringel

Inventor's signature

George N. Kringel

Date:

July 21st 2003

Residence:

Westport, Connecticut

Citizenship:

A citizen of United States

Post Office Address:

21 Burnham Hill Road
Westport, CT 06880

Full name of second inventor:

Frank Calderazzo

Inventor's signature

Date:

Residence:

Englewood, Florida

Citizenship:

A citizen of United States

Post Office Address:

1811 Englewood Road, #216
Englewood, FL 34223

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Declaration and Power of Attorney
George N. Kringel, *et al.*

We hereby declare that all statements made herein of our own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

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Please direct all telephone calls and correspondence to Richard J. Basile at the above address and telephone number.

Full name of first inventor:

George N. Kringel

Inventor's signature

Date:

Residence:

Citizenship:

Post Office Address:

Westport, Connecticut

A citizen of United States

21 Burnham Hill Road
Westport, CT 06880

Full name of second inventor:

Frank Calderazzo

Inventor's signature

Date:

Residence:

Citizenship:

Post Office Address:

Frank Calderazzo

6/30/2003

Englewood, Florida

A citizen of United States

1811 Englewood Road, #216
Englewood, FL 34223

Express Mail No. EL 574 307 200 US

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Declaration and Power of Attorney
George N. Kringel, *et al.*

Full name of third inventor:

Robert S. Frichette

Inventor's signature

Robert S. Frichette

Date:

May 27, 2003

Residence:

Trumbull, Connecticut

Citizenship:

A citizen of United States

Post Office Address:

137 Horse Tavern Road
Trumbull, CT 06611

Full name of fourth inventor:

Arthur A. Rotelli III

Inventor's signature

Arthur A. Rotelli III

Date:

May 27, 2003

Residence:

Fairfield, Connecticut

Citizenship:

A citizen of United States

Post Office Address:

1280 Merritt Street
Fairfield, CT 06825

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants	George N. Kringel, <i>et al.</i>
Serial No. Pending	Filing Date: July <u>25</u> , 2003
Title of Application:	Product Display Device

Mail Stop Assignment Recordation Services
Assistant Commissioner for Patents
Post Office Box 1450
Alexandria, VA 22313-1450

Patent Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying parties. George N. Kringel, Frank Calderazzo, Robert S. Frichette, and Arthur A. Rotelli III.
2. Name and Address of Receiving Party. News America Marketing; 20 Westport Road, Wilton, CT 06897-0818.
3. Nature of Conveyance: Assignment. Execution Dates: May 27, 2003, May 30, 2003 and June 30, 2003.
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Richard J. Basile, Registration No. 40,501
Attorney for Applicants
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

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5. Application Number: This document is being filed together with a new application, which is also filed herewith.
6. Total Number of Applications Involved: 1.
7. Total Fee (37 CFR 3.41). \$40.00 due. This amount has been added to the Application fee which is enclosed.
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.

Express Mail No. EL 574 307 200 US

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9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 5. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,



Richard J. Basile, Registration No. 40,501
Attorneys for Applicants
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

WHEREAS, We, the undersigned inventors, have made certain inventions or discoveries (or both) as set forth in an application for Letters Patent of the United States of America, entitled **Product Display Device**, which application is being filed herewith;

WHEREAS, News America Marketing, a corporation organized and existing under the laws of the State of Delaware, and having an office and place of business at 20 Westport Road; Wilton, CT 06897-0818, and, together with its successors and assigns is hereinafter called "Assignee", and is desirous of acquiring the title, rights, benefits and privileges hereinafter recited;

NOW THEREFORE, for valuable consideration furnished by Assignee to us, receipt and sufficiency of which we hereby acknowledge, we hereby, without reservation:

1. Assign, transfer and convey to Assignee the entire right, title and interest in and to said inventions and discoveries, said application for Letters Patent of the United States of America, any and all other applications for Letters Patent on said inventions and discoveries in any and all countries, including all divisional, renewal, substitute, continuation and convention applications based in whole or in part upon said inventions or discoveries, or upon said applications, and any and all Letters Patent, reissues and extensions of Letters Patent granted for said inventions and discoveries or upon said applications, and every priority right that is or may be predicated upon or arise from said inventions, said discoveries, said applications and said Letters Patent;
2. Authorize Assignee to file patent applications in any or all countries on any or all of said inventions and discoveries in our names or in the name of Assignee or otherwise as Assignee may deem advisable, under the International Convention or otherwise;
3. Authorize and request the Commissioner of Patents of the United States of America and the empowered officials of all other governments to issue or transfer all said Letters Patents to Assignee, as assignee of the entire right, title and interest therein or otherwise as Assignee may direct;
4. Warrant that we have not knowingly conveyed to others any right in said inventions, discoveries, applications or patents or any license to use the same or to make, use or sell anything embodying or utilizing any of said inventions or discoveries; and that we have good right to assign the same to Assignee without encumbrance;
5. Bind our heirs, legal representatives and assigns, as well as ourselves, to do, upon Assignee's request and at Assignee's expense, but without additional consideration to us or them, all acts reasonably serving to assure that said inventions and discoveries, said patent applications and said Letters Patent shall be held and enjoyed by Assignee as fully and entirely as the same could have been held and enjoyed by us, our heirs, legal representatives and assigns if this assignment had not been made; and particularly to execute and deliver to Assignee all lawful application documents, including petitions, specifications, and oaths, and all assignments, disclaimers, and lawful affidavits in form and substance as may be requested by Assignee; to communicate to Assignee all facts known to us relating to said inventions and discoveries or the history thereof; and to furnish Assignee with any and all

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documents, photographs, models, samples and other physical exhibits in our control or in the control of our heirs, legal representatives or assigns, which may be useful for establishing the facts of our conceptions, disclosures, and reduction to practice of said inventions and discoveries.

IN WITNESS WHEREOF, we, George N. Kringle, Frank Calderazzo, Robert S. Frichette, and Arthur A. Rotelli III, have hereunto set our hands and affixed our seals.

5/30/03
Date

George N. Kringle
George N. Kringle
21 Burnham Hill Road
Westport, CT 06880

STATE OF Florida
COUNTY OF monroe

: ss.

On this May 30, 2003, before me personally came **George N. Kringle**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.



Marta B Rivas
My Commission DD030662
Expires June 03, 2005

[Signature]
Notary Public

6/30/2003
Date



Frank Calderazzo
Frank Calderazzo
1811 Englewood Road, #216
Englewood, FL 34223

STATE OF Florida
COUNTY OF Charlotte

: ss.

On this 30th of June, 2003, before me personally came **Frank Calderazzo**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

[Signature]
Notary Public

May 27, 2003
Date

Robert S. Frichette
Robert S. Frichette
137 Horse Tavern Road
Trumbull, CT 06611

STATE OF CONNECTICUT
COUNTY OF FAIRFIELD

: ss., WILTON
:

On this 27th OF MAY, 2003, before me personally came **Robert S. Frichette**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Margaret M. Biase
Notary Public
MARGARET M. BIASE
Notary Public
My Commission Expires 1/31/04

May 27, 2003
Date

Arthur A. Rotelli III
Arthur A. Rotelli III
1280 Merritt Street
Fairfield, CT 06897-0818

STATE OF CONNECTICUT
COUNTY OF FAIRFIELD

: ss., WILTON
:

On this 27th DAY OF MAY, 2003, before me personally came **Arthur A. Rotelli III**, to me known and known to me to be the same person described in and who executed the foregoing instrument and duly acknowledged to me that this document was executed as a free act and deed.

Margaret M. Biase
Notary Public
MARGARET M. BIASE
Notary Public
My Commission Expires 1/31/04